

Message Text

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SUBJ: NORTHERN REGIONS ENVIRONMENTAL CONFERENCE, SAPPORO, JAPAN.

SUMMARY: SAPPORO EXHIBIT IN SEPTEMBER OFFERS AMERICAN BUSINESSMEN OPPORTUNITY TO DISPLAY PRODUCTS BEFORE SOPHISTICATED AUDIENCE.

1. THE GOVERNOR OF HOKKAIDO WILL HOST AN "INTERNATIONAL CONFERENCE ON THE HUMAN ENVIRONMENT IN NORTHERN REGIONS" AT SAPPORO, SEPTEMBER 17 THROUGH 19. GOVERNORS, OR THEIR REPRESENTATIVES, FROM EIGHT NORTHERN STATES IN THE U.S. (ALASKA, WASHINGTON, OREGON, IDAHO, MONTANA, NORTH DAKOTA, MINNESOTA AND WISCONSIN) AND OFFICIALS

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FROM CANADA, THE SOVIET UNION, SWEDEN, NORWAY, FINLAND AND JAPAN HAVE BEEN INVITED TO PARTICIPATE. IN CONJUNCTION WITH THIS, THE PREFECTURAL GOVERNMENT AND THE SAPPORO CHAMBER OF COMMERCE WILL ALSO ORGANIZE AN "EXHIBITION ON THE HUMAN ENVIRONMENT IN NORTHERN REGIONS." WHICH WILL RUN FROM SEPTEMBER 14-29. THE EXHIBITION WILL BE TOPICAL, INCLUDING EXHIBITS ON THE DEVELOPMENT OF SAKHALIN'S CONTINENTAL SHELF, ALASKA AND CANADA'S ROCKY MOUNTAIN AREA, AND EXHIBITS OF VARIOUS INDUSTRIES RESPONSES TO COLDER CLIMATES (DAIRY, MODEL HOUSING, TRANSPORTATION, SNOW REMOVAL, MANUFACTURING, ETC.) BETWEEN FIVE AND TEN PAVILIONS AND A LARGE FAIRGROUND WILL BE CONSTRUCTED TO HOUSE SCALE MODELS OF PUBLIC PROJECTS AND

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SAMPLES OF MANUFACTURED PRODUCTS REPRESENTING THE MOST ADVANCED

SOLUTIONS TO THE PROBLEMS OF NORTHERN ENVIRONMENTS.

2. THE ORGANIZERS ARE INTERESTED IN DISPLAYING NON-RECREATIONAL AMERICAN PRODUCTS, AND WANT TO ENCOURAGE U.S. BUSINESSES TO SUBMIT SUGGESTIONS FROM THEIR PRODUCT LINES. THIS PRESENTS AN UNUSUAL OPPORTUNITY FOR AMERICAN BUSINESSES TO DISPLAY COLD-WEATHER PRODUCTS TO A SIZEABLE AND SOPHISTICATED AUDIENCE. IN THIS FIELD, AMERICAN PRODUCTS ARE GENERALLY COMPETITIVE WITH AND FREQUENTLY MORE TECHNOLOGICALLY ADVANCED THAN, DOMESTIC

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PRODUCTS. HOKKAIDO'S CITIZENS ARE NOW PARTICIPATING FULLY IN THE EXPLOSION OF CONSUMER DEMAND IN JAPAN, AND HOKKAIDO'S INDUSTRIAL BASE IS RAPIDLY EXPANDING THROUGH A SERIES OF AMBITIOUS REGIONAL DEVELOPMENT PROGRAMS. AMERICAN PRODUCTS SHOULD FIND A SIGNIFICANT BUSINESS AND GOVERNMENT AUDIENCE INTERESTED IN NEW ALTERNATIVES TO THEIR DEVELOPMENT AND CONSUMER NEEDS.

3. WHEN PLANS ARE MADE FINAL BROCHURES CONCERNING THIS EXHIBIT WILL BE DISTRIBUTED TO DIPLOMATIC OFFICES, TRADING COMPANIES AND CHAMBERS OF COMMERCE IN THE PARTICIPATING COUNTRIES. FIRMS WHICH ALREADY HAVE BRANCH OFFICES OR REPRESENTATIVES IN JAPAN SHOULD FIND THIS EXHIBITION OFFER PARTICULARLY ATTRACTIVE. FOR NEW-TO-MARKET FIRMS WHICH MIGHT WISH TO SHIP DISPLAY PRODUCTS TO HOKKAIDO THE LEAD TIME IS RELATIVELY SHORT, SO THE CONSULATE SUGGESTS THAT INTERESTED COMPANIES CONTACT EITHER OF THE INDIVIDUALS LISTED BELOW IMMEDIATELY, STATING THE PRODUCTS THEY ARE INTERESTED IN DISPLAYING AND REQUESTING INFORMATION AS TO ACCEPTABILITY, DISPLAY AREA, AND TIMING.

4. INDUSTRIES WHICH THE CONSULATE CONSIDERS PARTICULARLY APPROPRIATE FOR THIS EXHIBITION INCLUDE: SNOW REMOVAL EQUIPMENT (HOME AND MUNICIPAL); MODULAR AND OTHER HOUSING; DAIRY AND FARMING EQUIPMENT; CLOTHING; COOKING AND FOOD STORAGE AND TRANSPORTATION; TRANSPORTATION (TIRES, ADDITIVES FOR COLD TEMPERATURES, HEATERS, SPECIAL PUBLIC TRANSPORTATION); POLLUTION EQUIPMENT; URBAN PLANNING; ARCHITECTURAL AND INDUSTRIAL CONSULTANTS.

5. INQUIRES SHOULD BE SENT TO: MR. MASAYUKI SOMA, CHIEF OF SECRETARIAT, PROMOTION HEADQUARTERS FOR INTERNATIONAL CONFERENCE ON THE HUMAN ENVIRONMENT IN THE NORTHERN SPHERE, NORTH 3, WEST 5, CHUO-KU, SAPPORO, JAPAN 060, OR MR MICHIO IMAI, PRESIDENT, UNCLASSIFIED

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EXECUTIVE COMMITTEE FOR THE EXHIBITION ON THE HUMAN ENVIRONMENT IN NORTHERN SPHERE, C/O SAPPORO CHAMBER OF COMMERCE, NORTH 1, WEST 2, CHUO-KU, SAPPORO, JAPAN 060. ECTON

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